

Beauté

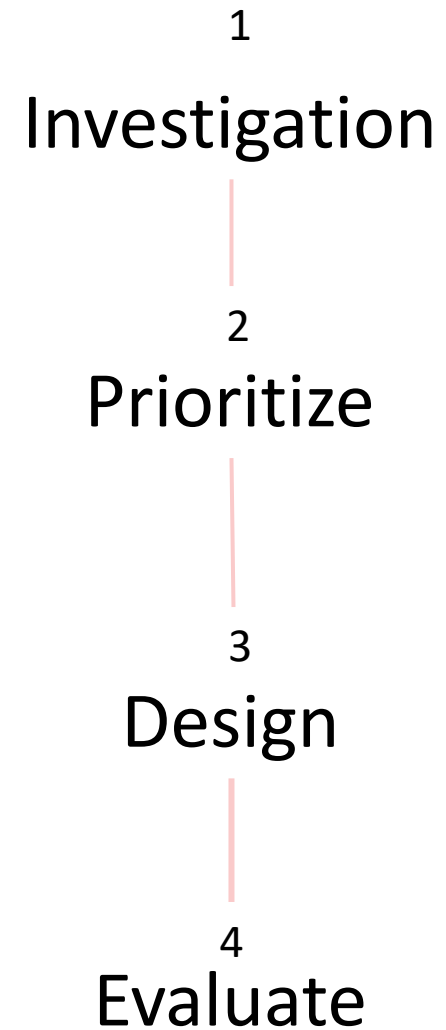
UCD Presentation

Sare Yazici

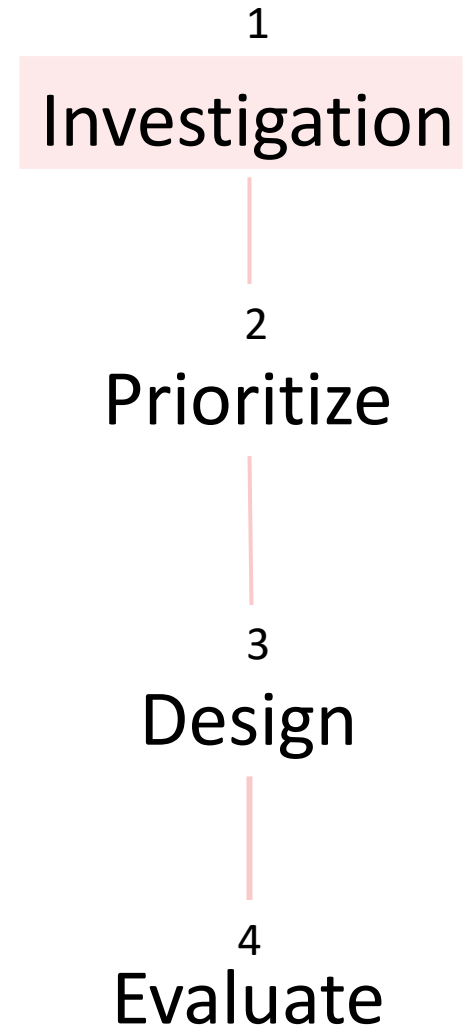
IIBB



Today's Agenda



Today's Agenda



The Challenge



Comparison with Other Makeup Learning Apps

Features	YouCam Makeup	Perfect365	MakeupPlus	Beauté
Step-by-step Guides	✓	✓	✓	✓
Product Recommendation	✓	✓	✓	✓
Personalized Tips		✓		✓
Interactive Exercises	✓			✓
Unique Features			✓	✓
User-friendliness		✓	✓	✓

Survey Methodology

- **Survey Purpose:** gain valuable insights into the challenges individuals face when entering the world of makeup
- **Target Audience:** Diverse group of makeup enthusiasts, including beginners, intermediate users, and advanced practitioners
- **Survey Design:** mix of multiple-choices, checkboxes and Open-ended questions
- **Demographics:** age, gender, level of makeup use
- **Sample Size:** 26 participants

Key Survey Findings

About 90% of the participants had trouble starting with makeup

80.8%: Uncertainty about the right products
53.8%: Difficulty understanding techniques
26.9%: Lack of resources (tutorials, guides)

If they had help when they started learning makeup, people wanted:

73.1% : Recommendations on entry-level products
57.7%: Clear introductory guidance for beginners
30.8%: Personal support or advice

Participants prefer:

65.4% : Video-Tutorials
57.7%: Step-by-Step Guides
30.8%: Interactive Exercises

About 85% of the participants would like features in the app for sharing tips and experiences with other users

Aligning with the challenge

- many individuals encounter challenges when starting their makeup journey
- People desire to learn various styles and receive product recommendations regardless of their level of makeup expertise
- A significant 50% participants express a keen interest in staying on-trend with the latest makeup styles

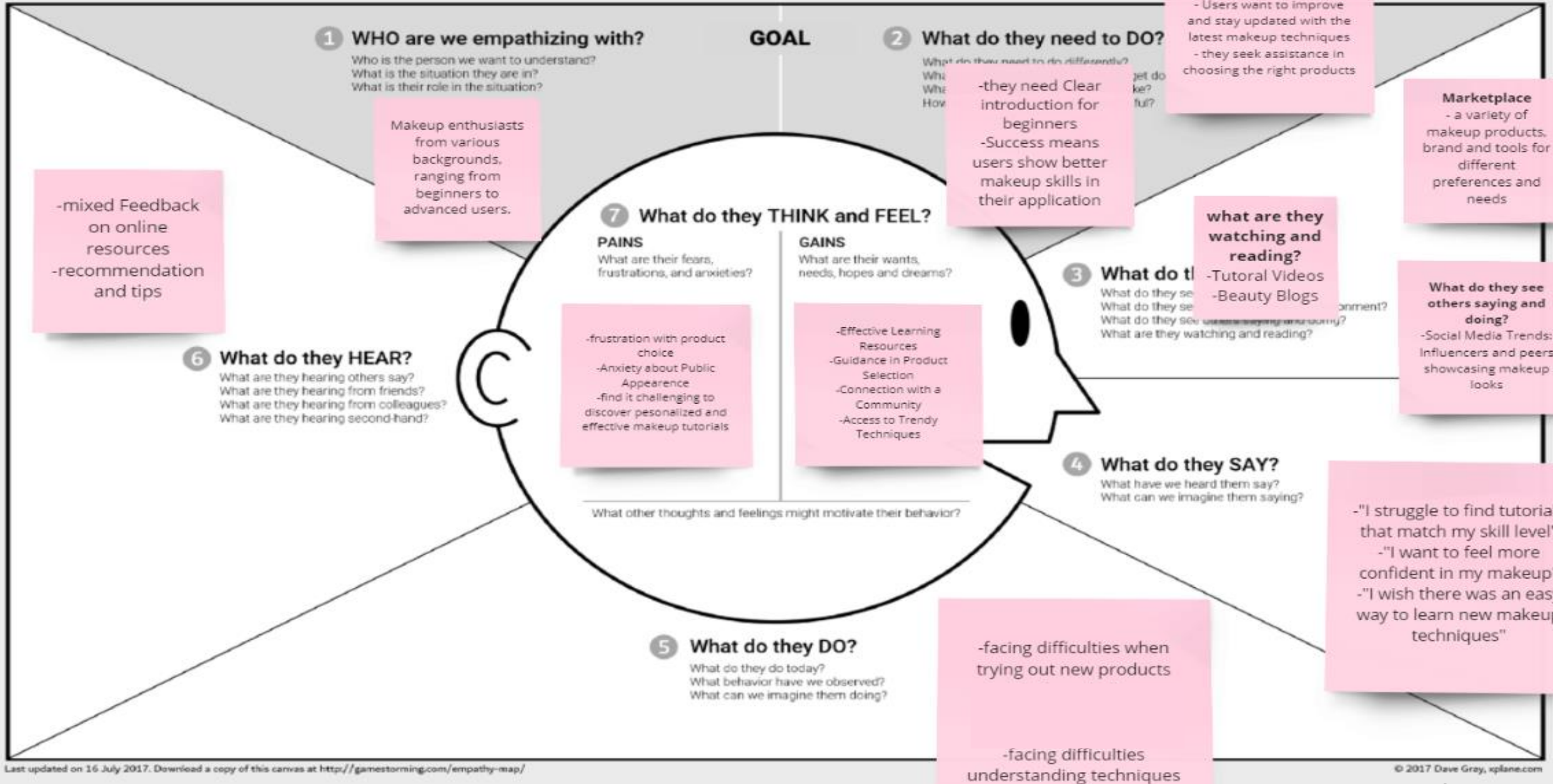


Empathy Map Canvas

Designed for:

Designed by:

Version:



Personas

Meet Natalie Herr

Age: 21
Occupation: College Student
Location: Germany



Background

-Natalie is a college student with minimal experience in makeup application.
-She is curious and eager to learn but feels overwhelmed by the vastness of makeup products and techniques.

Goals

-wants to learn basic makeup skills for daily use.
-Hopes to build a foundational understanding of makeup application

Challenges

-Feels intimidated by the variety of makeup products available.
- Struggles with the basics

Needs and Desires

-Needs beginner-friendly tutorials with clear instructions.
-Desires a supportive and encouraging community to share experiences and seek guidance.

How the App Helps

-Provides beginner-level tutorials covering the basics of makeup application.
-Offers simple and easy-to-follow guides on selecting and using essential makeup products.
-Includes a community feature where Natalie can connect with other beginners for shared learning and support.

Meet Fatma Nur

Age: 17
Occupation: High School Student
Location: Germany



Background

-Fatma is a high school student known for their trendy and fashion-forward style.
-With an active presence on social media, Fatma loves experimenting with makeup to stay on top of the latest trends.

Goals

-Wants to master trendy and bold makeup looks popular among peers.

Challenges

-Limited budget for high-end makeup products.
-Occasionally struggles with achieving complex makeup techniques.

Needs and Desires

-Needs budget-friendly tutorials for trendy and eye-catching makeup looks.
-Desires tips on adapting trends for a younger demographic and school-friendly occasions.

How the App Helps

-Provides tutorials for budget-friendly and trendy makeup looks suitable for a teenage audience.
-Includes step-by-step guides for achieving popular styles without advanced skills.
-informs about the latest trends

User Stories

As Natalie, I want to easily navigate to a dedicated beginner's section, so I can find step-by-step tutorials suitable for my skill level.

As Natalie, I want to interact with a supportive community, so I can share my progress, ask questions, and learn from other beginners.

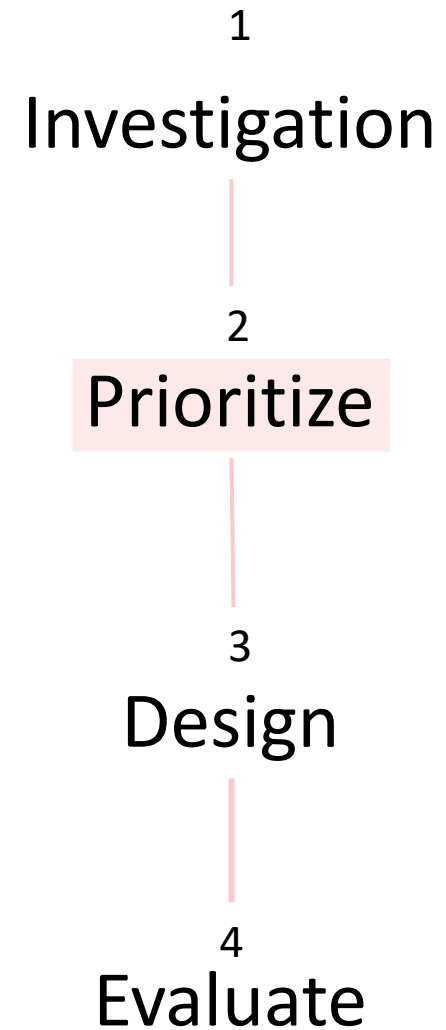
As Fatma, I want to discover the latest makeup trends through accurate feed, so I can stay updated on what's popular.

As Fatma, I want tutorials for each trending makeup style, so I can easily follow step-by-step instructions and experiment with new looks.

As Fatma, I want to share my makeup looks and trends with the app's community, so I can connect with fellow trendsetters.

Today's

Agenda



Goals

1. Empower Users

=> Provide users, regardless of expertise, with the tools and knowledge to confidently explore and apply makeup.

2. Foster Inclusivity

=> Create a welcoming space where users feel represented and supported, catering to diverse preferences, styles, and skin tones

3. Enhance Skill Development

=> Facilitate continuous learning by offering step-by-step guides, tutorials.

4. Build a Supportive Community

=> Establish a vibrant community within the app where users can share tips, seek advice, and connect with fellow makeup enthusiasts.

5. Stay Trend-Forward

=> Keep users updated on the latest makeup trends, styles, and product recommendations to ensure they stay ahead in the beauty world.

Key Priorities

1. User-Friendly Interface

- **Problem:** Users, especially beginners, may feel overwhelmed.
- **Solution:** Implement clear navigation and interactive elements, interface tutorial.

2. Comprehensive Learning Paths

- **Problem:** Diverse user interests and skill levels.
- **Solution:** Provide step-by-step guides and personalized tutorials, difficulty levels.

3. Community Building

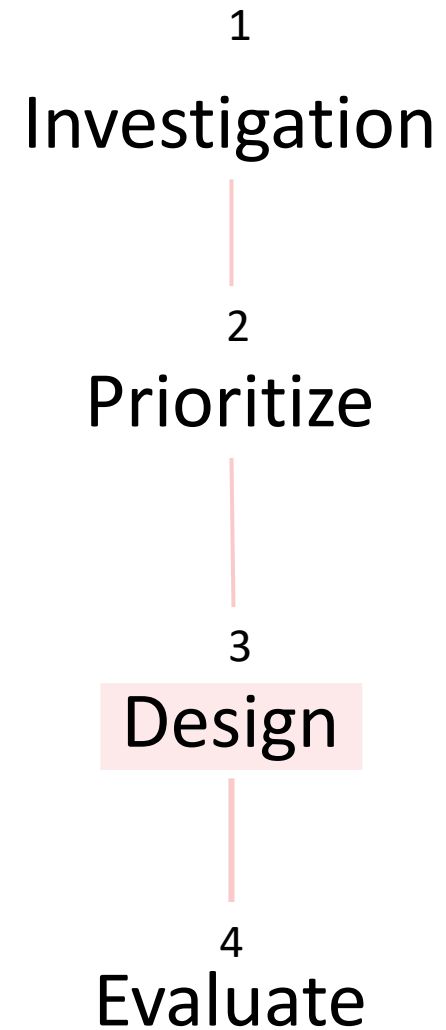
- **Problem:** Desire for social interaction and support.
- **Solution:** Integrate forums to encourage user interaction.

4. Personalized Product Recommendations

- **Problem:** Uncertainty about product choices.
- **Solution:** Users can choose from diverse categories such as foundation for various skin tones.

Today's

Agenda



Inspiration

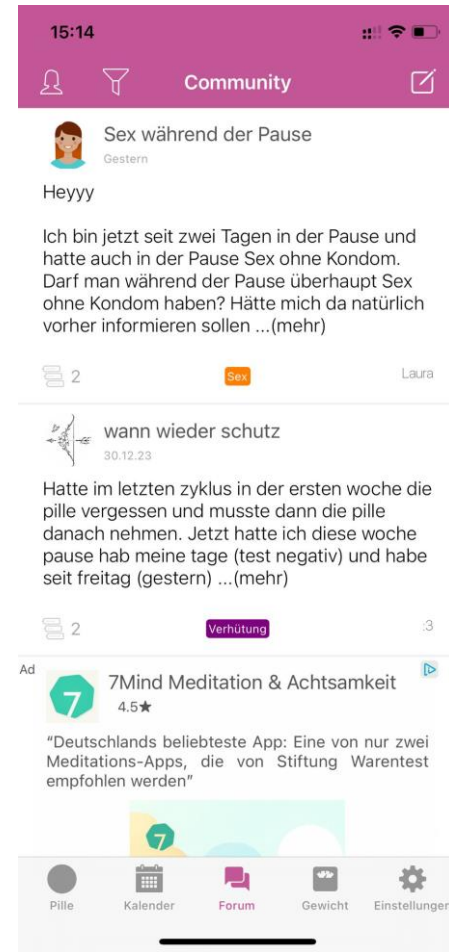
Cider



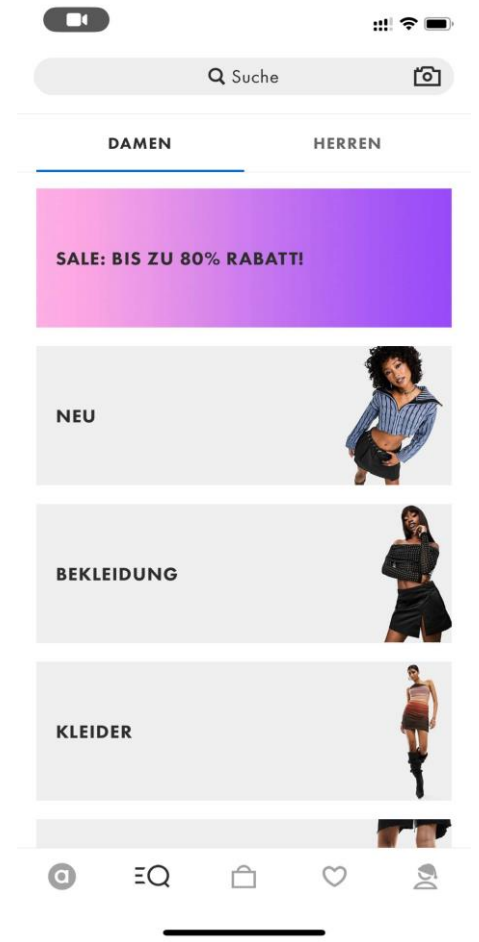
Agape



BC Pille

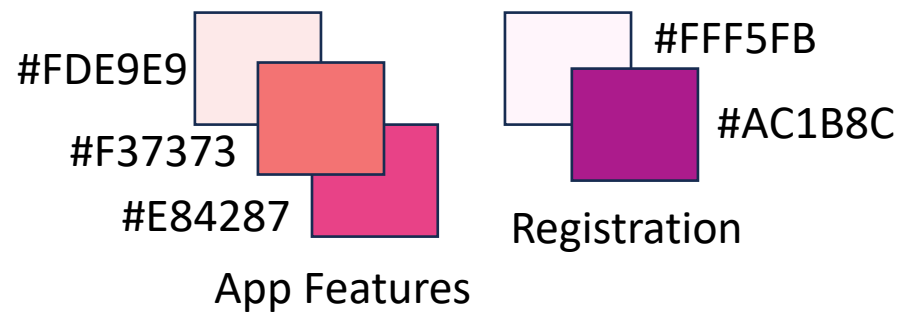


ASOS



Design System

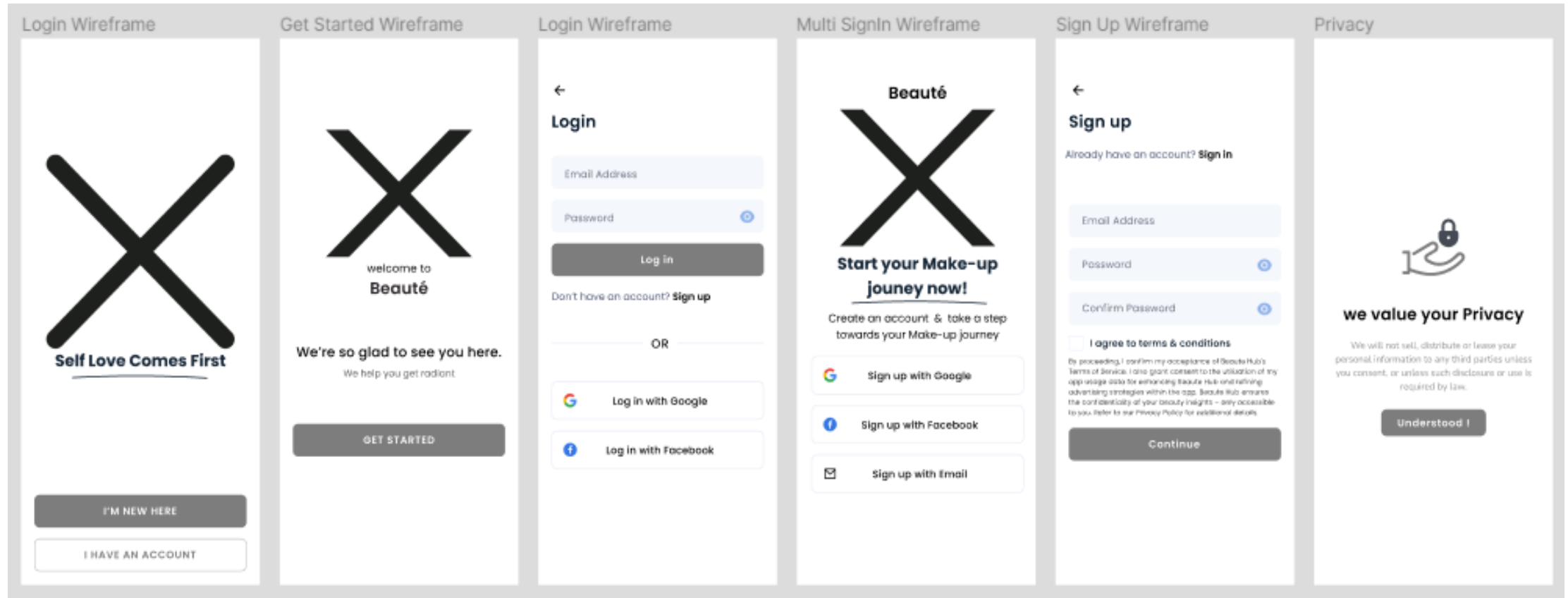
Colors



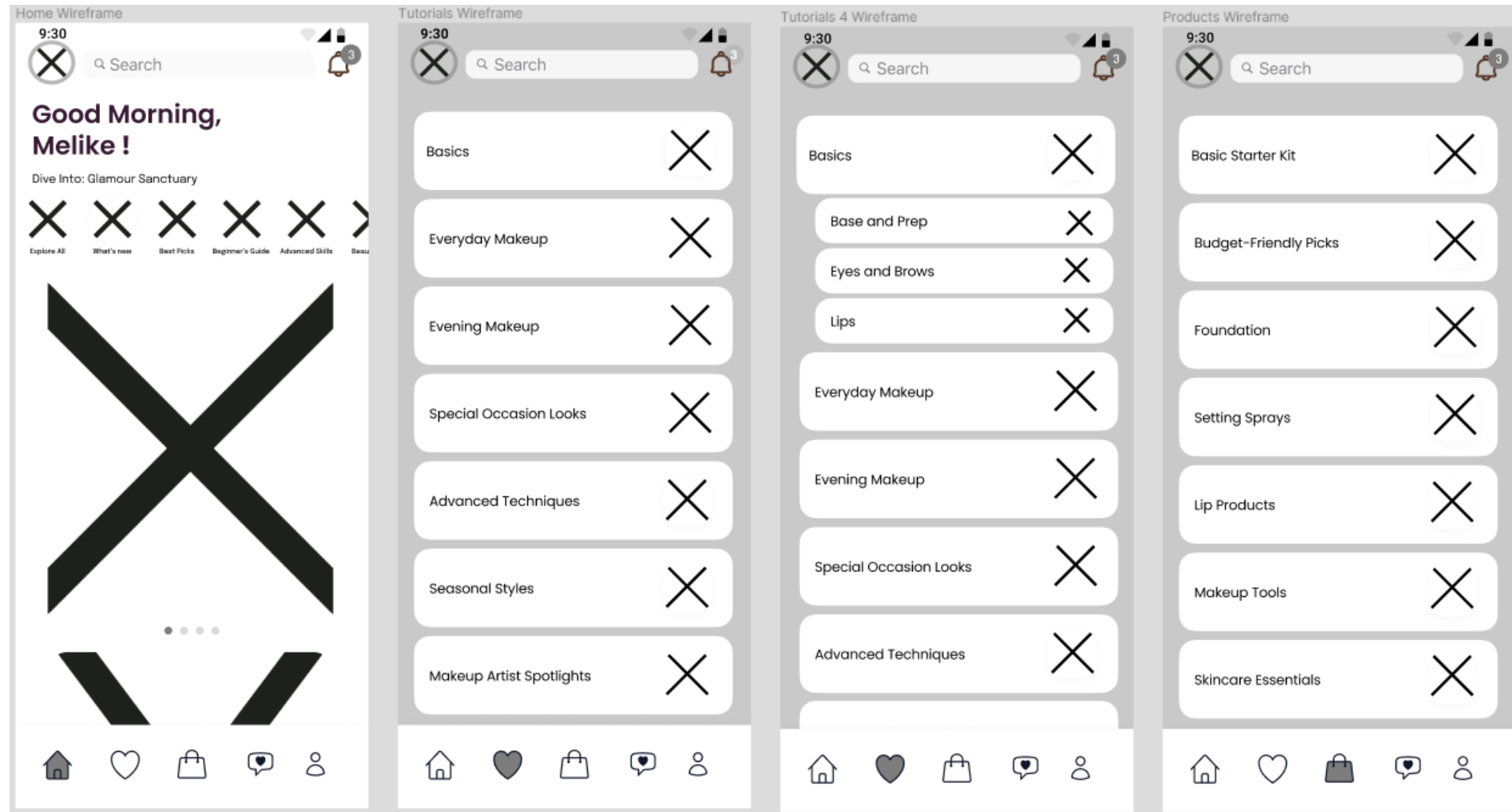
Fonts:

- Poppins Regular/ **Bold**/ Light
- Raleway Regular
- Roboto Regular

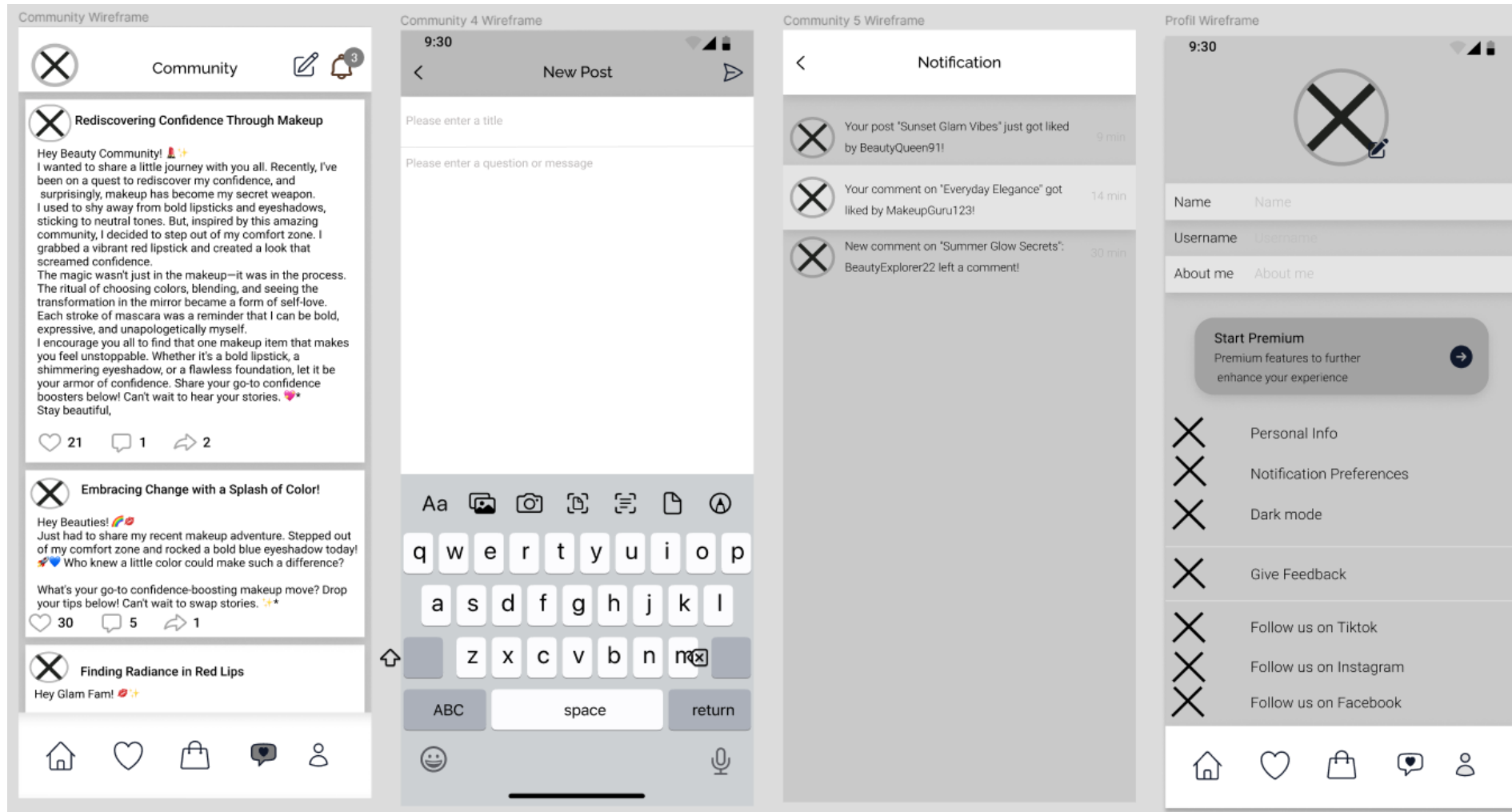
Wireframe: Registration



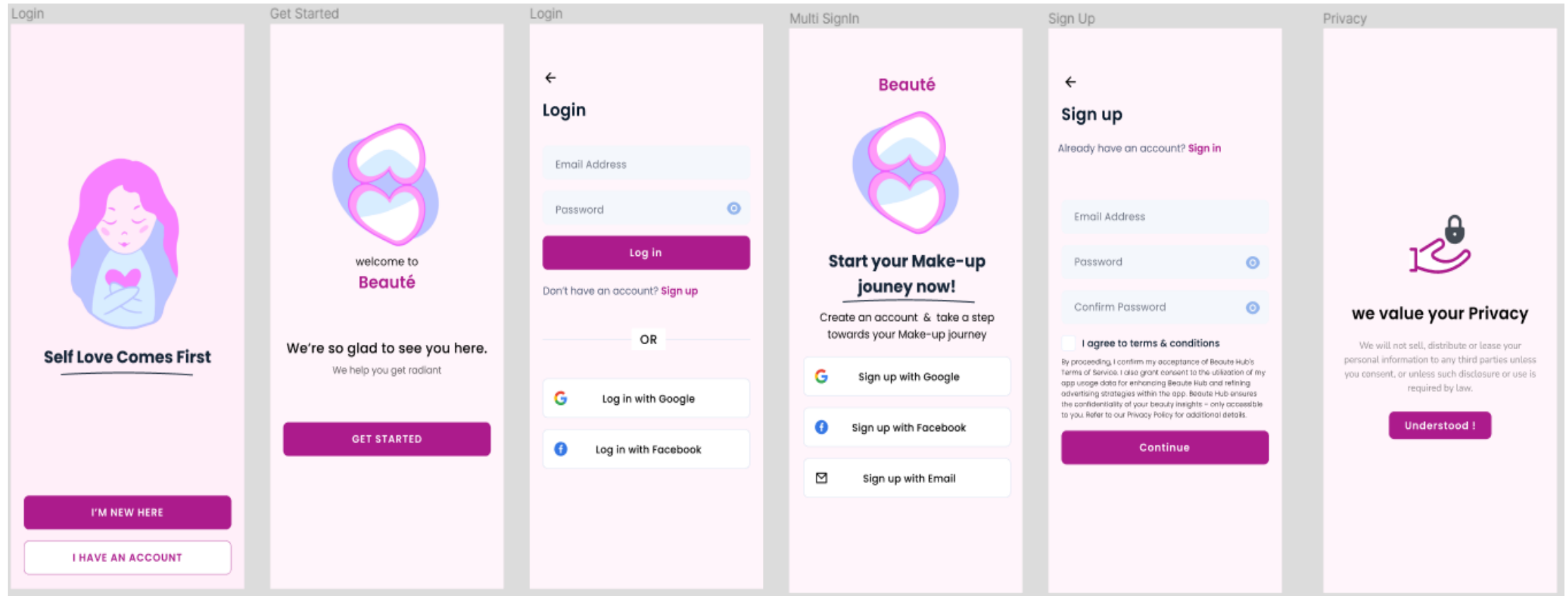
Wireframe: App Features



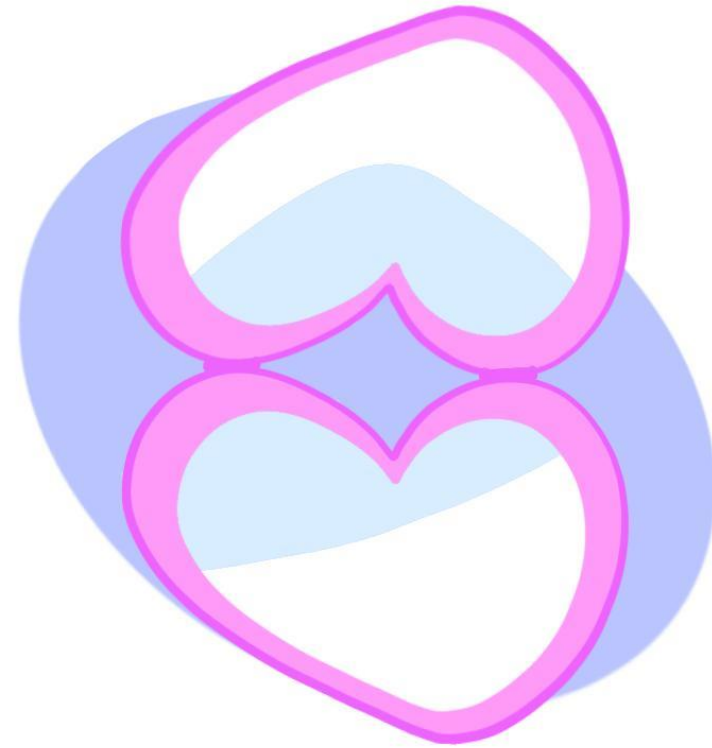
Wireframe: App Features



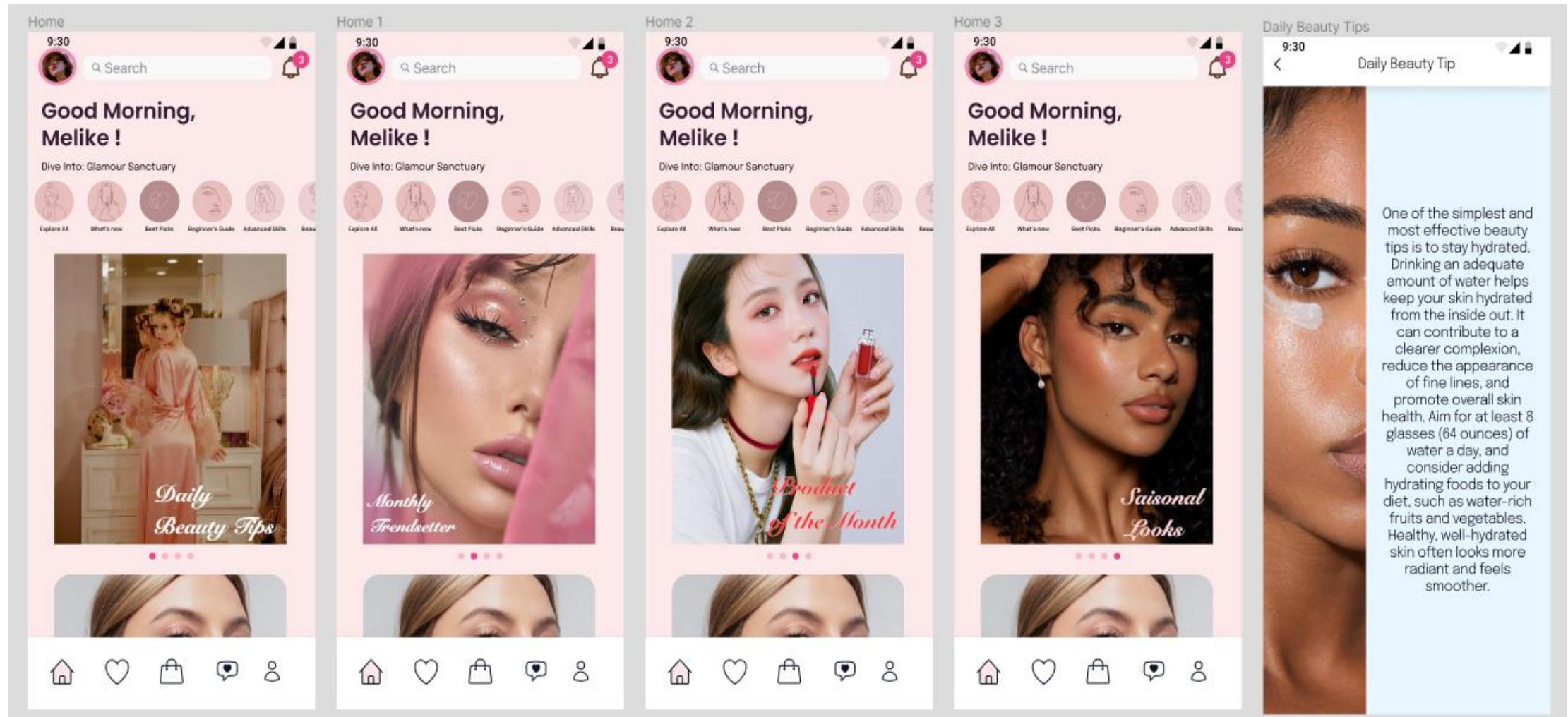
Mockup: Registration



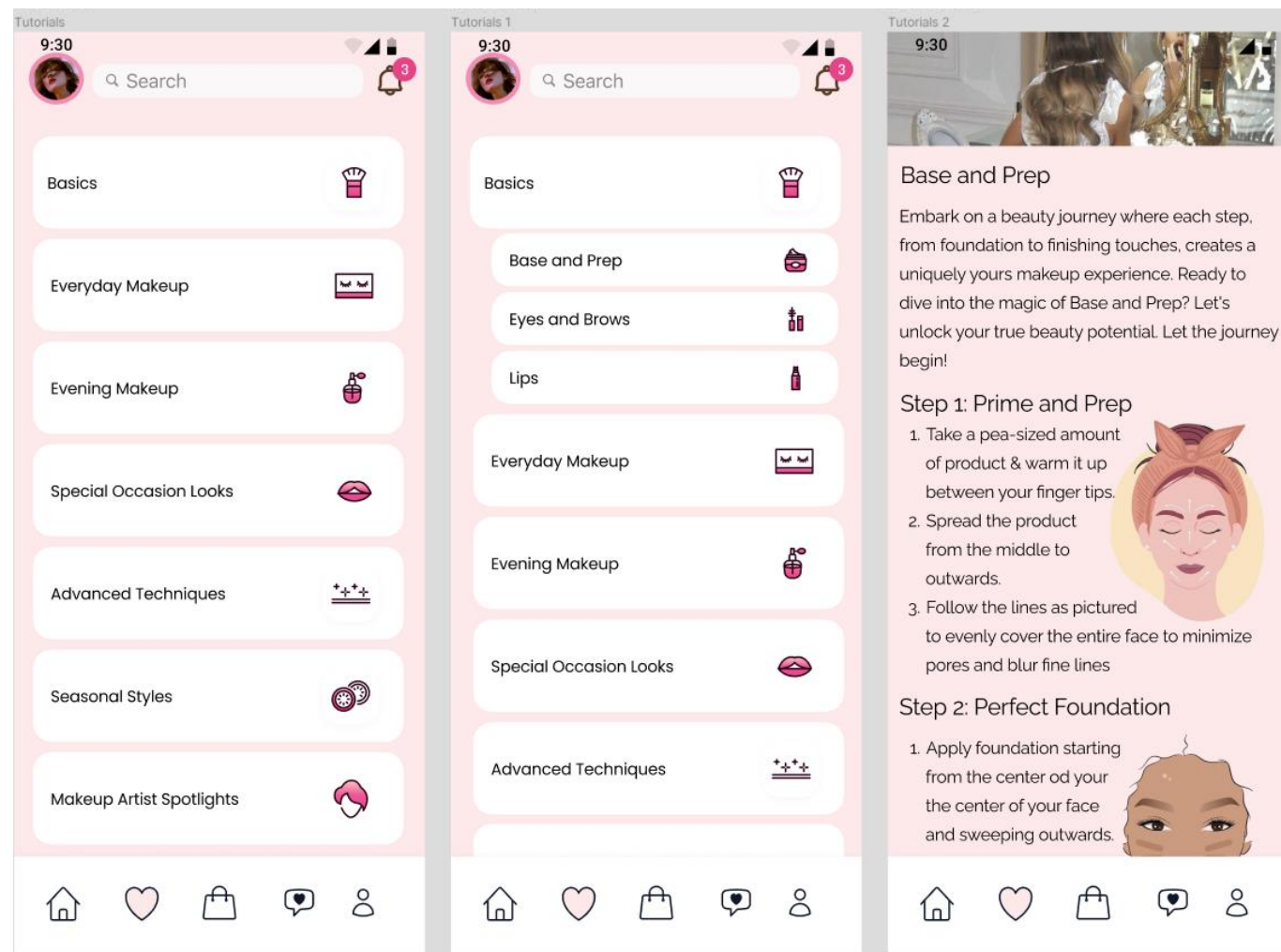
Logo and Icon



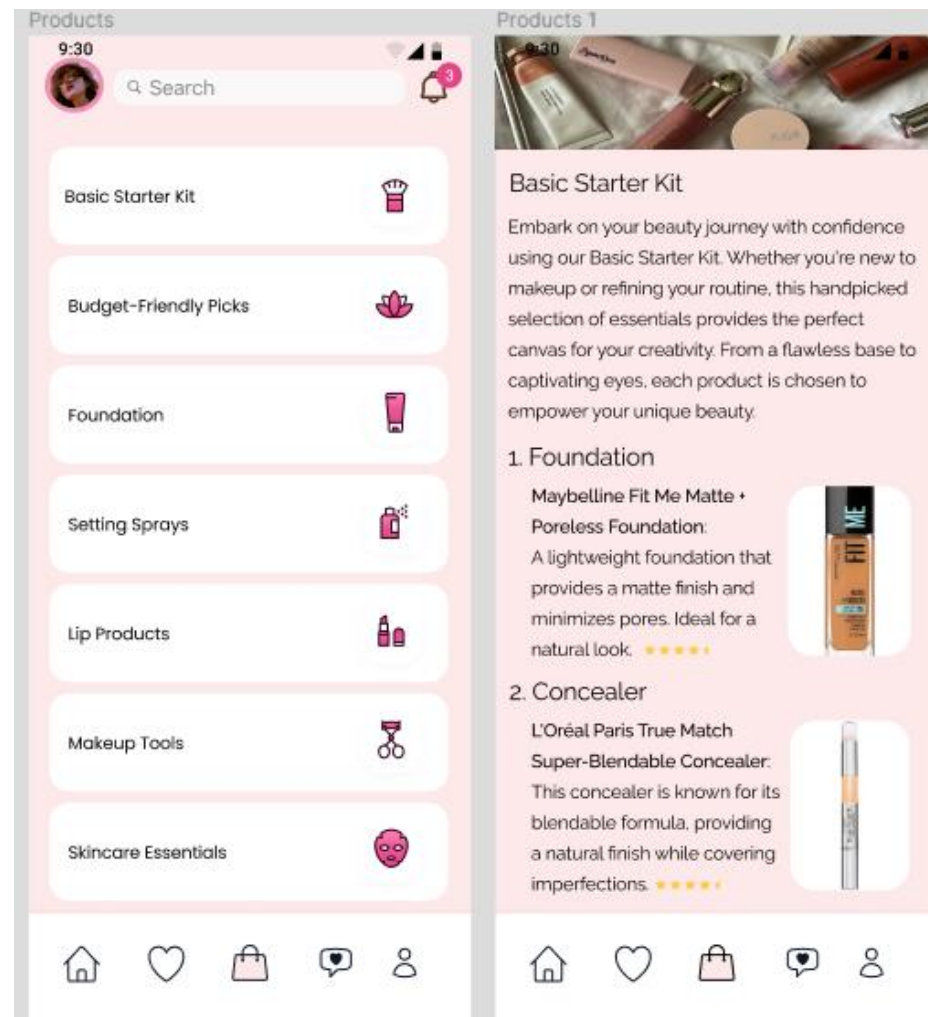
Mockup: Home



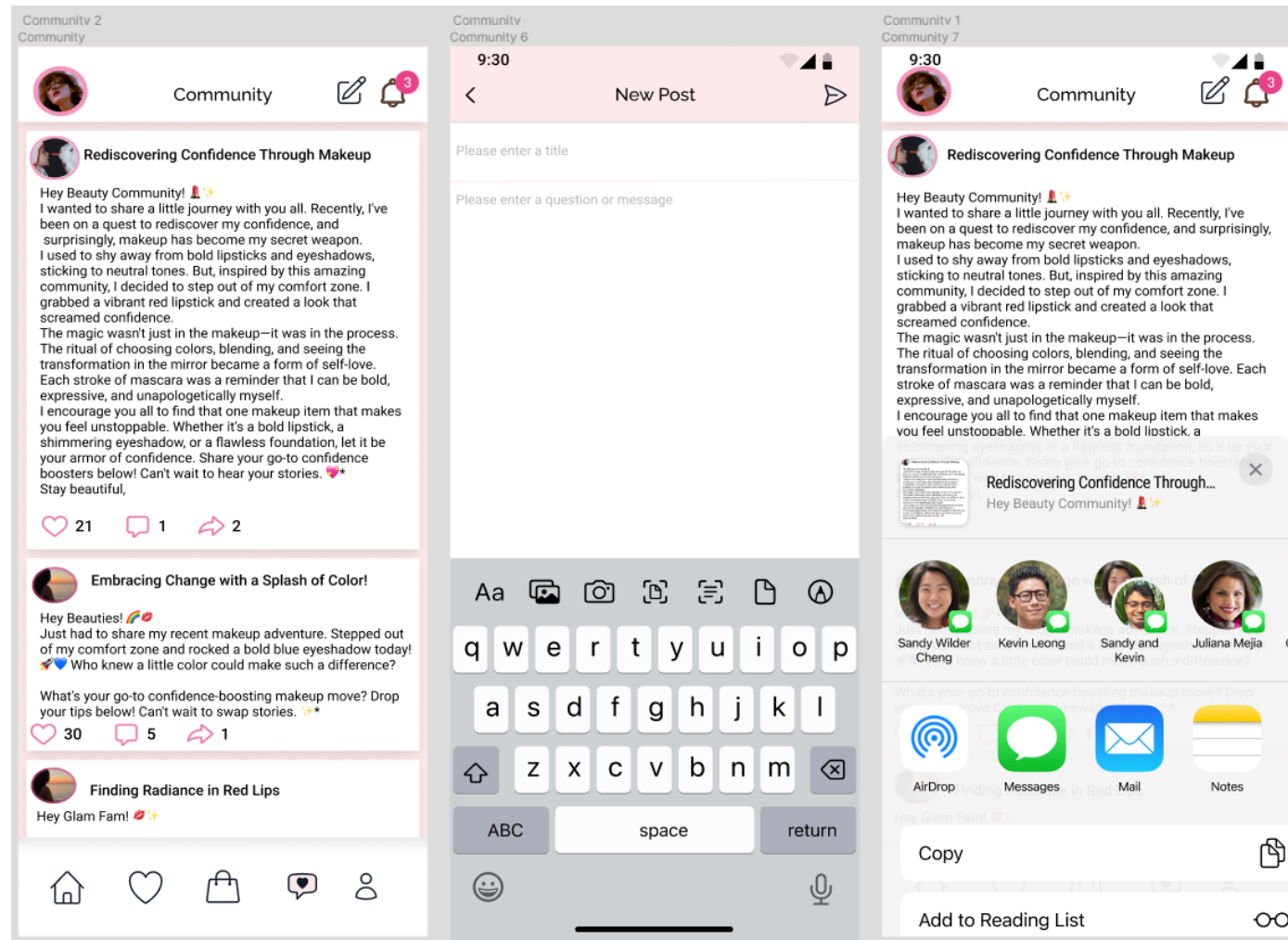
Mockup: Tutorials



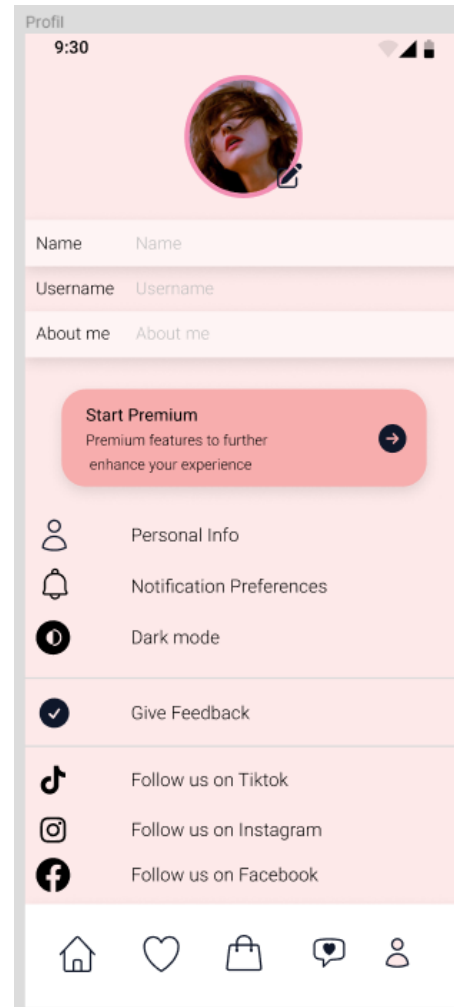
Mockup: Products



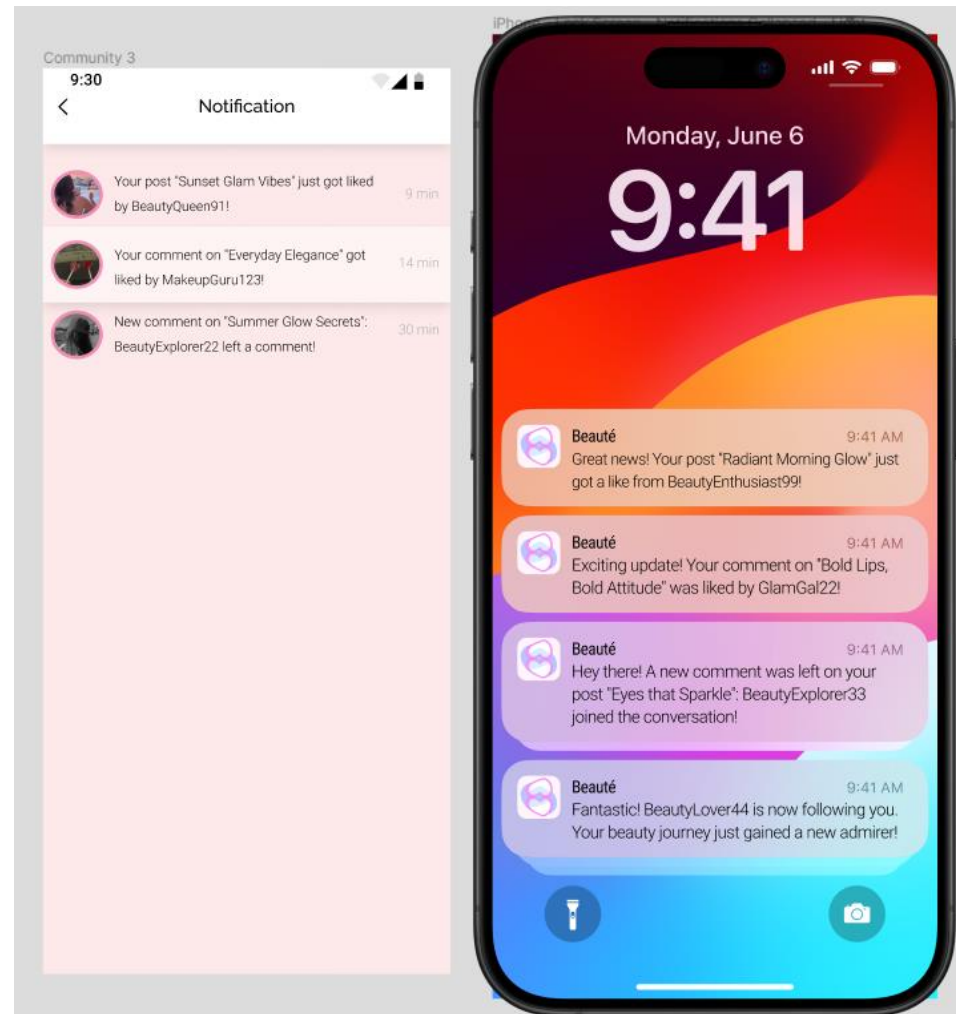
Mockup: Community



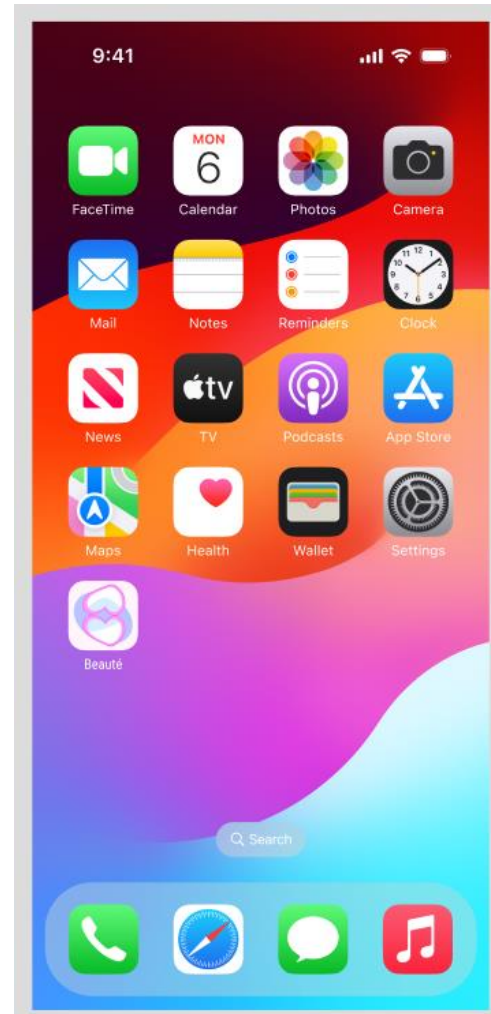
Mockup: Profil



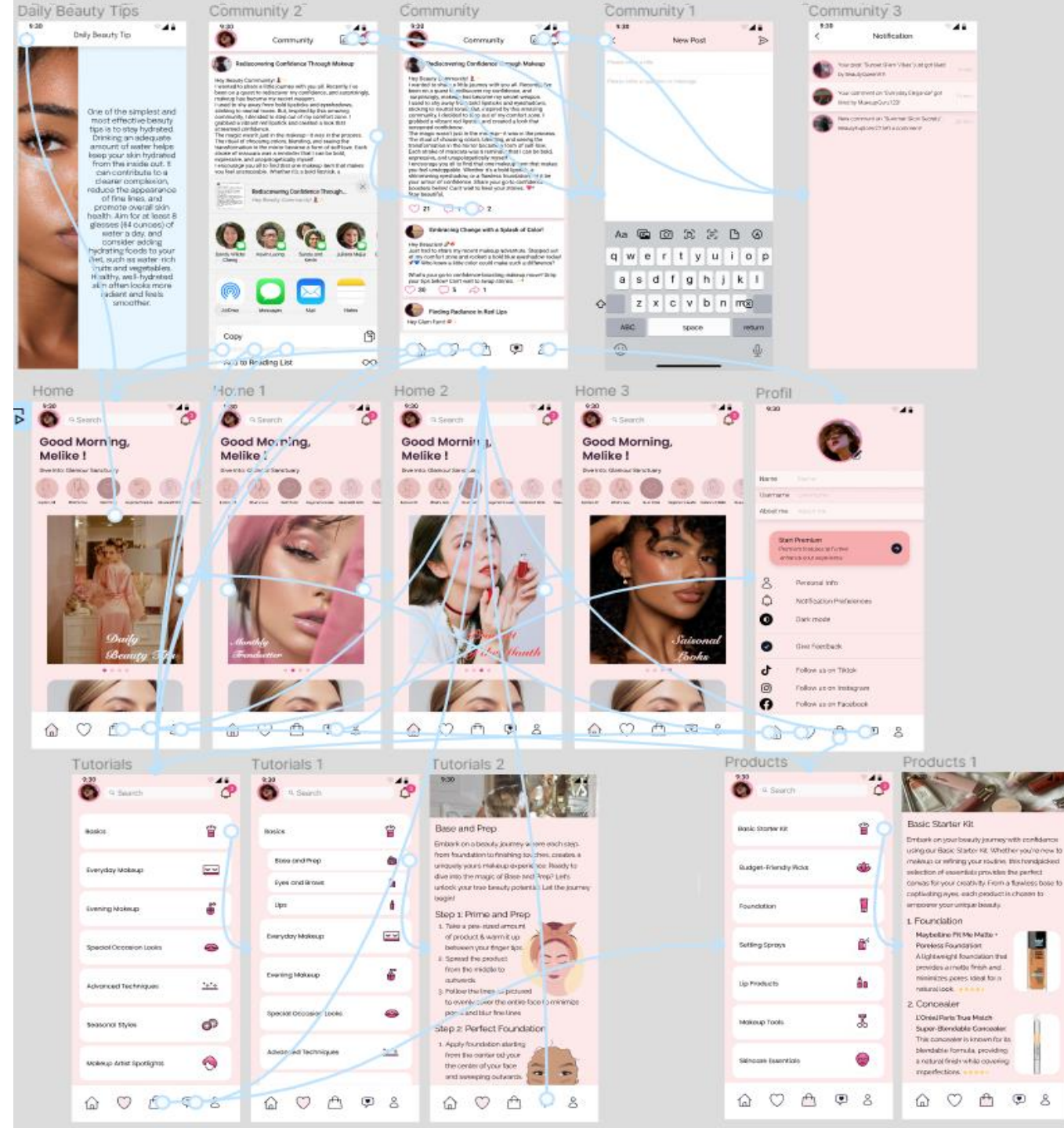
Mockup: Notification



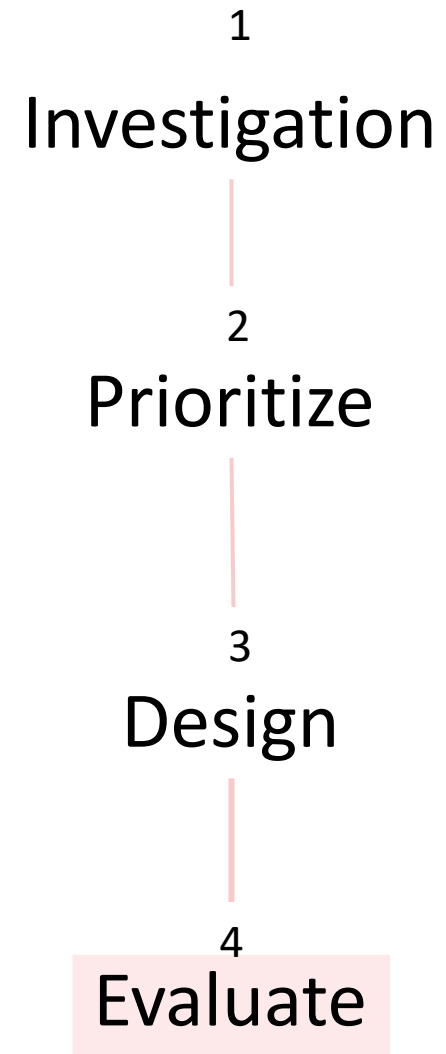
Mockup: App



Prototype Clickable



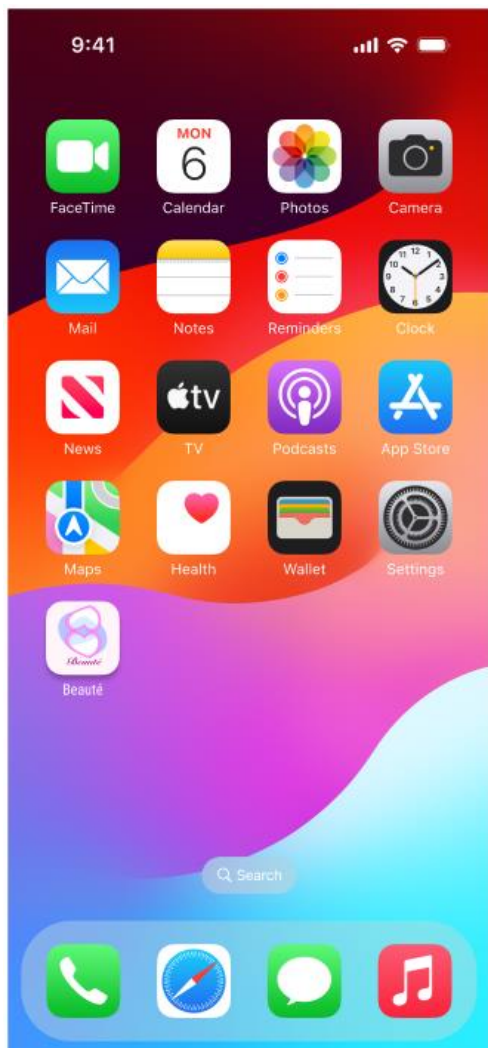
Today's Agenda



Survey Methodology 2

- **Survey Purpose:** Collect user ratings and feedback on the overall design, providing valuable insights to enhance the user experience.
- **Target Audience:** Open to participants of all backgrounds
- **Survey Design:** Mix of linear scales and Open-ended questions
- **Demographics:** age, gender
- **Sample Size:** 20 participants

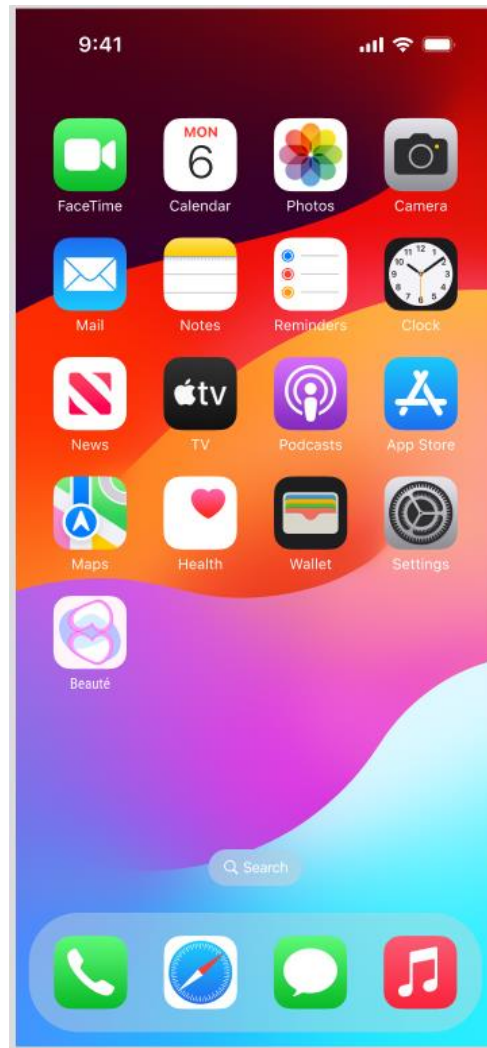
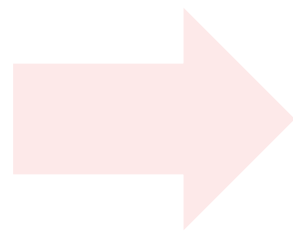
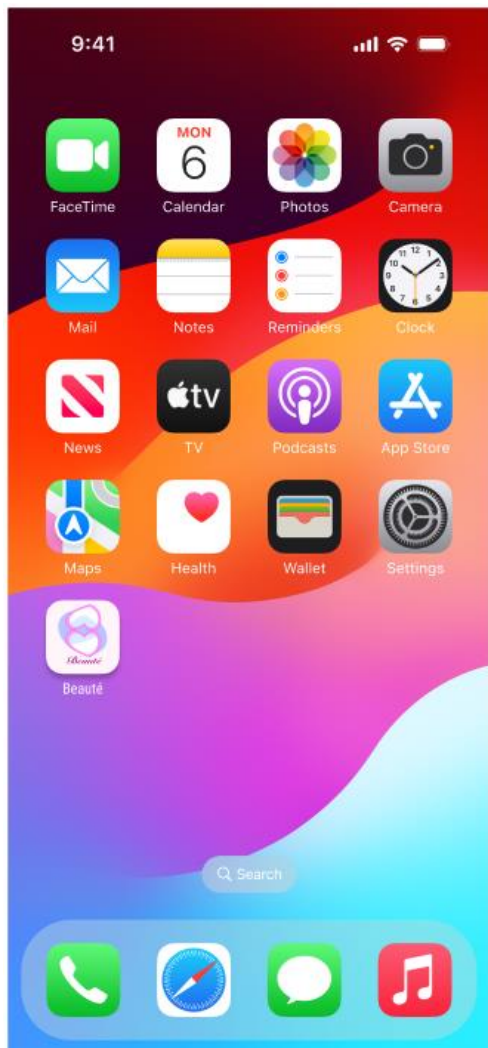
Enhancements informed by User Insights



Feedback

- Make the heart symbol a bit thicker.
- Enlarge the logo for better recognition; consider removing the text.
- The text is hard to read and takes up space; consider removing it.
- Possibly eliminate or reduce the black shadow effect for a cleaner look.

Enhancements informed by User Insights



Enhancements informed by User Insights



Base and Prep

Embark on a beauty journey where your canvas sets the stage for a flawless masterpiece.

Discover the art of foundation, concealer magic, and the transformative touch of primers. From radiant skincare to finishing touches, each step contributes to a uniquely yours makeup experience.

Ready to dive into the magic of Base and Prep? Let's unlock your true beauty potential. Let the journey begin!

Step 1: Prime and Prep

Before diving into foundation application, ensure your canvas is prepped for perfection. Begin

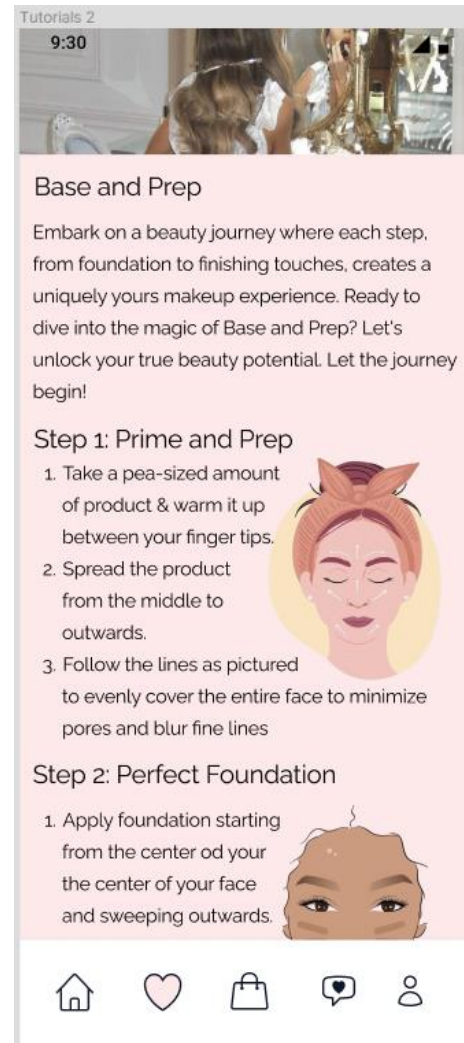
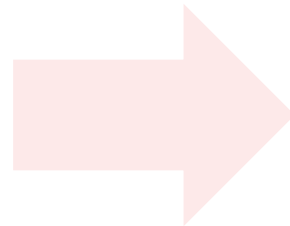
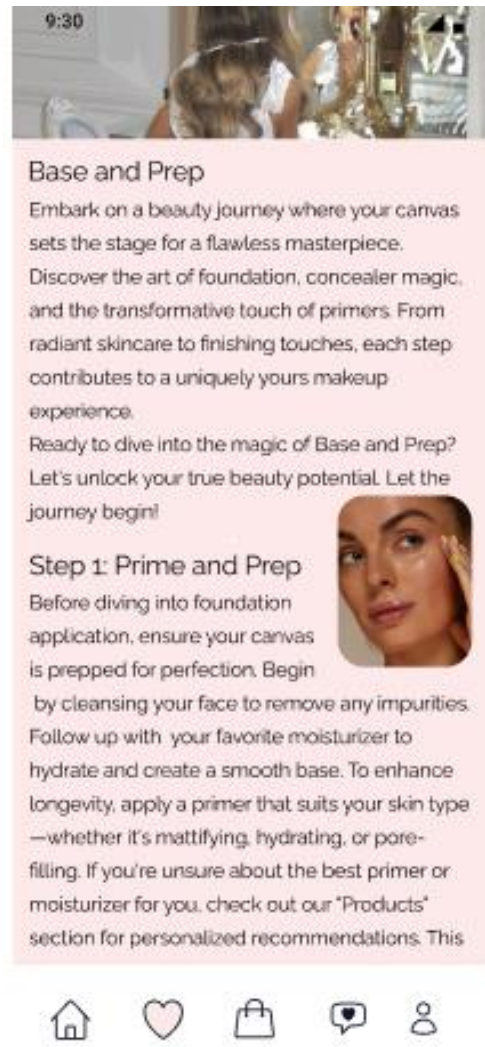
by cleansing your face to remove any impurities. Follow up with your favorite moisturizer to hydrate and create a smooth base. To enhance longevity, apply a primer that suits your skin type—whether it's mattifying, hydrating, or pore-filling. If you're unsure about the best primer or moisturizer for you, check out our "Products" section for personalized recommendations. This



Feedback

- More visual representation through images
- Consider reducing text or incorporating more visuals.
- Clearer separation and more structured formatting of text within tutorials.
- The tutorial text may seem overwhelming; consider making it more visually appealing and inspiring.

Enhancements informed by User Insights



Enhancements informed by User Insights



Basic Starter Kit

Embark on your beauty journey with confidence using our Basic Starter Kit. Whether you're new to makeup or refining your routine, this handpicked selection of essentials provides the perfect canvas for your creativity. From a flawless base to captivating eyes, each product is chosen to empower your unique beauty.

1. Foundation

Maybelline Fit Me Matte + Poreless Foundation:

A lightweight foundation that provides a matte finish and minimizes pores. Ideal for a natural look.

[Fit Me® Matte + Poreless Foundation Makeup - Maybelline](#)



2. Concealer

L'Oréal Paris True Match Super-Blendable Concealer:

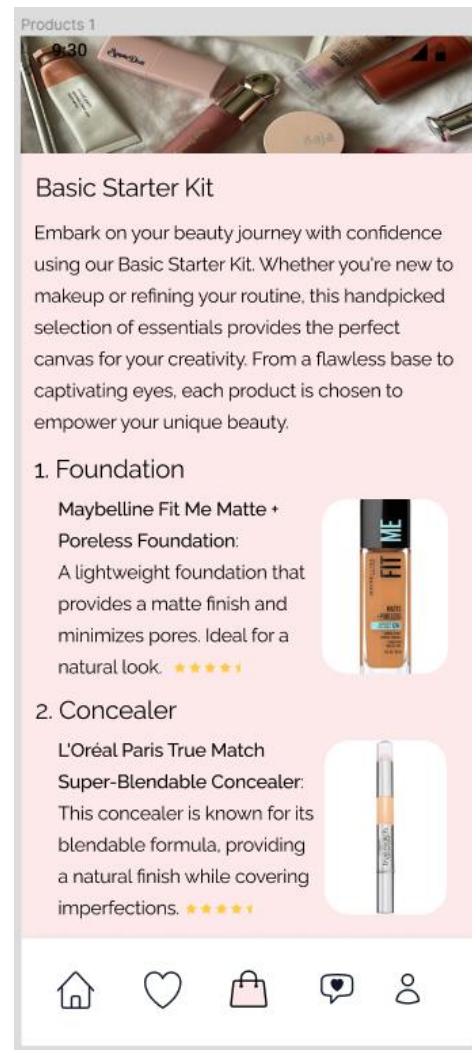
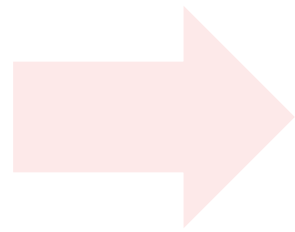
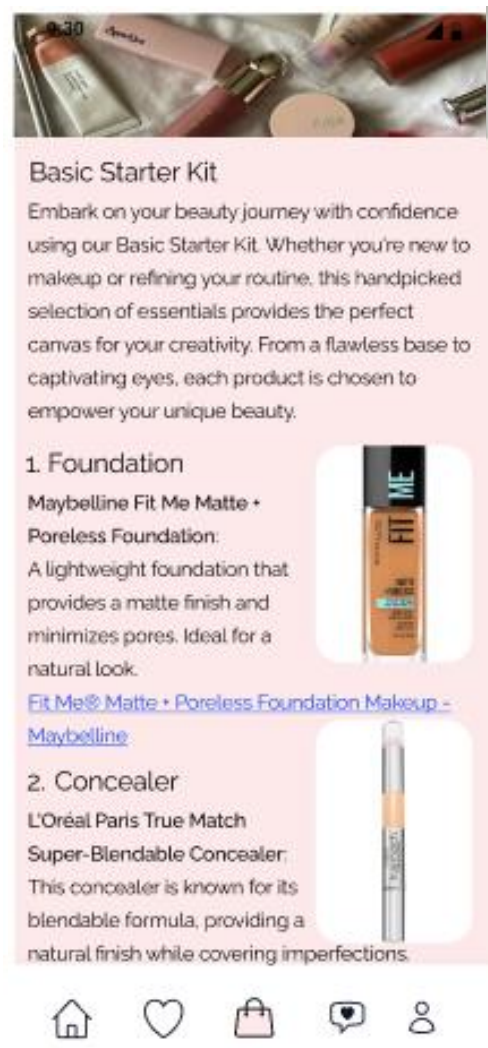
This concealer is known for its blendable formula, providing a natural finish while covering imperfections.




Feedback

- Consider incorporating a user-friendly rating system such as a table or stars, allowing users to see information at a glance.
- Add more space between text and borders, as well as between images.
- Increase the distance between text and borders, as well as between text and images.
- The design may resemble a website more than an app, consider adjusting it.

Enhancements informed by User Insights



Usability Testing

 As a beginner, you want to explore basic makeup tutorials. Task include finding the Tutorials section and choose the category “Base and Prep”

 People working with the clickable prototype


Results


100% could finish the task

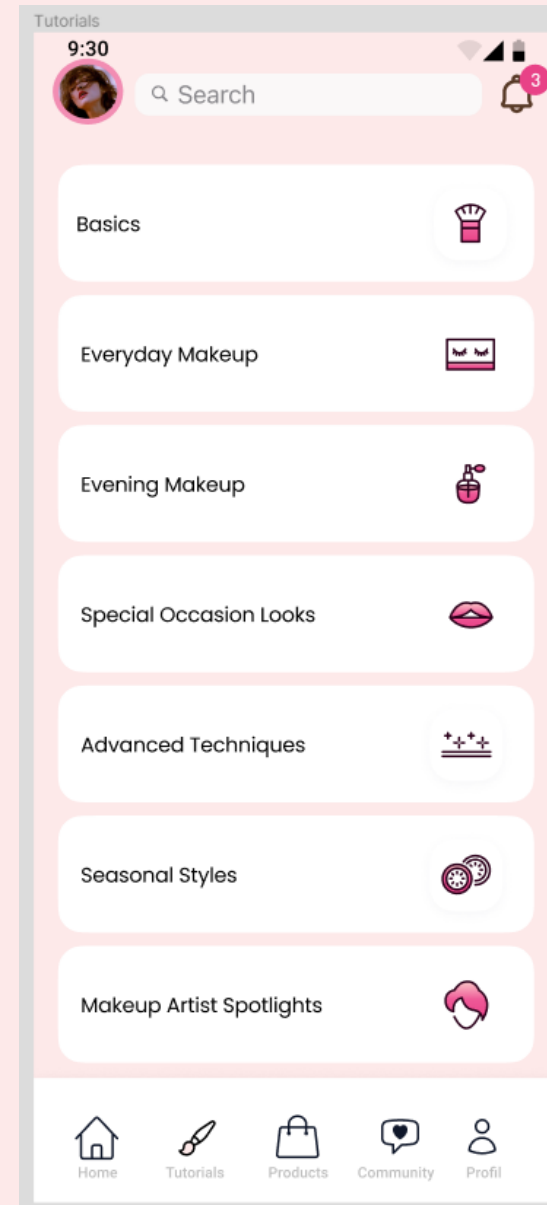
Individuals had difficulties finding the “Tutorials” section

User feedback suggests a preference for replacing the tutorials symbol with a paintbrush icon, enhancing the visual representation of tutorial selections.

Usability Testing

 As a beginner, you want to explore basic makeup tutorials. Task include finding the Tutorials section and choose the category “Base and Prep”


 People working with the clickable prototype



Visual Update

- Changed the symbol
- Added Icon label

Usability Testing 2

 As a beginner, you want to explore basic makeup tutorials. Task include finding the Tutorials section and choose the category “Base and Prep”

 People working with the clickable prototype

Results

100% could finish the task

Individuals had no difficulties finding the section anymore

Future Enhancements

Interactive Interface Tutorial

=> Explore the possibility of an interactive tutorial within the app for users to get hands-on experience with the interface.

Video Tutorials

=> Develop a series of video tutorials for visual learners,

Virtual Makeup Testing

=> Introduce an innovative feature allowing users to virtually test different makeup products, shades, and styles directly within the app.

Contouring Simulation

=> Enable users to experiment with contouring techniques virtually, helping them understand and practice the art of contouring.

Real-Time Guidance

=> Provide real-time guidance and tips during the virtual makeup try-on, offering personalized suggestions for contouring based on users' facial features.

Bonus Slide:
Reflection



Thank you for
your attention 😊